

CRYPTO WORLD WINE BANK

Investing in an innovative venture offering the guarantee of blockchain, the flexibility of digital assets and the gold standards of fine and rare World Wines



THE CRYPTO WORLD WINE BANK



- The **Crypto World Wine Bank** (CWWB), a trademark owned by the I Factor Ltd – Hong Kong, is the first venture at a global level based on the **innovative merging of two worlds**: on one side the traditional world of the fine and rare **wines industry**, on the other the **world of blockchain**, digital assets, cryptocurrencies and the Web3 (NFT, metaverse, etc.).
- CWWB capitalises on the **guarantee of blockchain**, the **flexibility** of digital assets and the **gold standards** of world fine and rare wines to create value for its stakeholders. Through its service and products CWWB offers **exceptional** opportunities for remunerative and safe investments in world's fine wines.

BUILDING UP ON EXPERTISE AND ACHIEVEMENTS

CWWB mission is making easier for the consumers the **access to investment-grade wines** through a guaranteed **tokenization** backed by the fine wines of leading producing countries, starting from Italy, harnessed by the power of decentralized app, finance and traceability including **IRL anti-counterfeiting processes**, contributing in such a way to also solve industry problems.

CWWB aims at becoming the **worldwide leader** in its field build up firstly on the reputation and the know-how that its The I Factor founding team has developed with the years.

This leadership will be pursued by expanding the exceptional achievements of the **Italian Wine Crypto Bank**, the project that The I Factor has launched at the end of the 2021, which is now a division of CWWB and its backbone for shaping its development.

TEAM



ROSARIO SCARPATO

Founder & Director

The founder and Director of the Crypto World Wine Bank is the CEO of The I Factor LTD, the Hong Kong-based company that owns and manages the project. In the last twenty-five years, Rosario has created and directed successful businesses in Australia (where he lived for over 18 years), Hong Kong, and Dubai.



DAVIDE CASALIN

Partner, Director of Operations

Davide has successfully combined his expertise in crypto and digital assets with his studies in food and wines. He has managed important events, Italian Cuisine and Wines World Summit (Honk Kong, Beijing, Dubai), and since 2017 the Zhong Can Yi Jiu Program, 90 Italian wineries and over 70 China-based Chefs and Sommeliers. He is the CTO of Crypto Dinewineart



ANNA PACLET

Wine value chief analyst

She specializes in fine Italian wines' medium- and long-term returns in relation to their quality, based on technical evaluations and tastings. She has been Head Sommelier at l'Ora d'Aria by chef Marco Stabile (one Michelin star) in Florence (Italy)

TEAM



VINICIO EMINENTI

Partner, Wine acquisitions

Expert wine merchant from. Vinicio has been based in China since 1994 from where he has imported and distributed the products of prominent Italian wineries, developing an extensive knowledge of Italian fine wines and the related business



BAM

Technical Partner

Tamper-proof digital NFT ticketing secured by blockchain technology, eliminating black markets and adding revenue from secondary trading.



OUR ACHIEVEMENTS



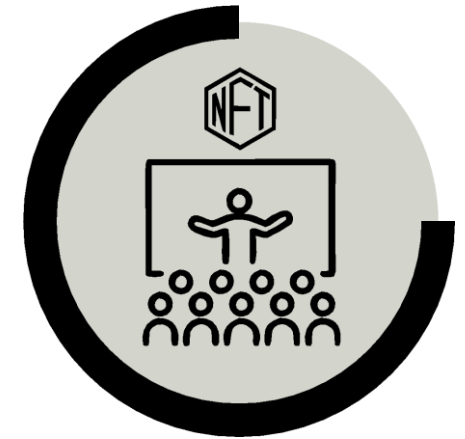
**MORE THAN 40
TOP WINERIES
ALREADY
ONBOARD**



**MARKETPLACE
BUILT TO HELP
THE WINE
INVESTMENTS**



**FIRST FINE WINE
REDEEMABLE
THROUGH NFT**



**FIRST NFT
CREATION EVENTS**

PARTNER WINERIES



....AND MORE

MARKETPLACE

The marketplace is built having in mind the final goal of the customers: a user-friendly platform where to find quickly the information to purchase or invest in wines with cryptocurrencies or the project native token (or IWB token).

It contains data on the **price history** of the wine, a note by our wine analyst and much more:

- Designation of Origin
- Vintage
- Producer
- **Drinking window**
- **Aggregated international critics score**
- Price in different cryptocurrencies
-



ITALIAN FINE WINES REDEEMABLE WITH NFT

22 DECEMBER 2021



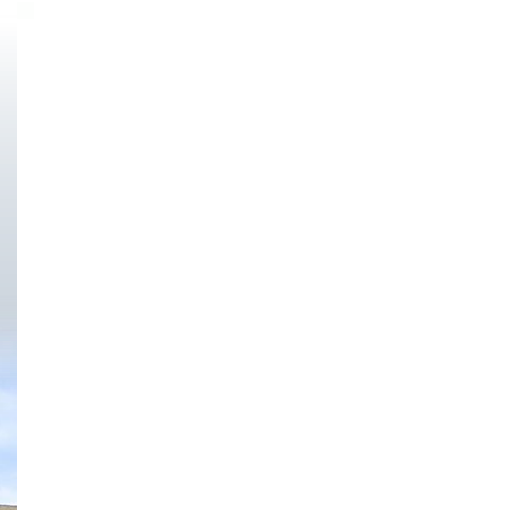
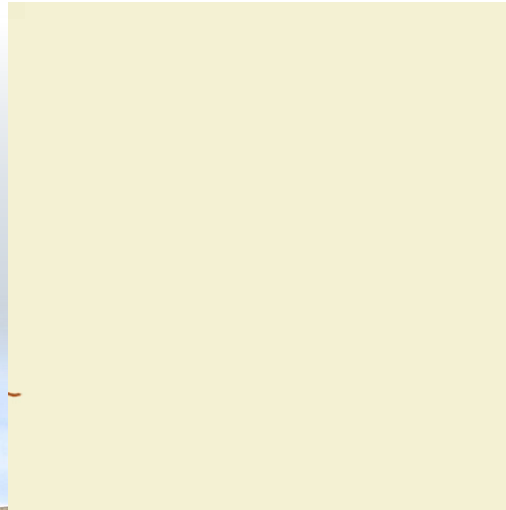
09 MARCH 2022



16 MARCH 2022



CLICK ON THE
NFT
PREVIEWS



CLICK ON THE VIDEO
PREVIEWS

NFT CREATION EVENTS

08 NOVEMBER 2021



17 FEBRUARY 2022





FAVOURABLE MARKET OPPORTUNITIES

CWWB's goal is to seize shares of market favourable opportunities and segments and two of them in particular.

WINE LOVERS AND INVESTORS

The secondary market for fine wine (from USD 75 up) currently sits at around \$5 billion and achieved comparable results to SWAG alternatives (silver, wine, art and gold) in terms of both volatility and return. According to Liv-ex, 100 of the most actively traded fine wines in the world, showed returns over a 10-year period exceeding that for FTSE and S&P 500, with lower volatility than gold. The size of this potential market is enormous considering that wine is an asset worth considering for investors portfolio diversification but includes also consumers buying it for personal enjoyment.

CRYPTOCURRENCY USERS, NFTs AND METAVERSE

Crypto.com expects the number of global crypto owners to reach 1 billion by the end of 2022. Global crypto population has increased by +178% in 2021, rising from 106 million in January to 295 million in December. At the same time NFTs and Metaverse are poised to become increasingly

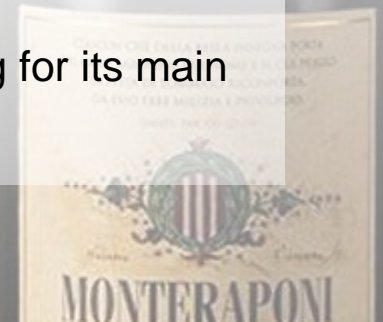
CWWB VALUE CHAIN FOR ITS STAKEHOLDERS



The CWWB business has a value chain committed to four main stakeholders' categories:

1. **WINE ACCOUNT HOLDERS** Retail investors, Crypto enthusiasts, Wine lovers and collectors B2C
2. **PARTNER WINERIES** (which may include also REGIONAL INTERNATIONAL MERCHANTS) B2B
3. **BELIEVERS / INVESTORS** keen to invest in CWWB digital assets (utility token) and reap the exclusive benefits
4. **CUSTOMERS / NFT BUYERS & CELLAR METAVERSE USERS**

In the next paragraphs there is a brief description of the value that IWCB aims at creating for its main customers.



CREATING VALUE FOR ACCOUNT HOLDERS

CWWB offers extraordinary benefits to its account holders (buyers of the wine of its Cellar) including:

- **Exclusive purchases** of investment-grade fine wines from CWWB cellar with up to 20 selected approved crypto currencies (including IWB token)
- **Guaranteed traceability** of the purchased wine
- Free annual membership to CWWB Privilege Club (with the first purchase) that includes:
 - a) the **free access** to all the privileged information sources of CWWB,
 - b) **personalized notifications/alerts**,
 - c) **special personalized offers**
 - d) participation in CWWB **auctions** with either no or reduced fees and commissions
 - e) **free of charge personalized assistance** in the cryptocurrencies exchange.
- Personalized aging and **fixed term storage** with CWWB of the wine purchased at no cost, including a comprehensive insurance, the **CRYPTO+WINE bonus** (see below) and tax exemption if there is no consumption (asset commoditization)
- Thanks to the CRYPTO+WINE bonus up to the **50% of any increase in value of the cryptocurrency** used for the purchase is devolved in wine to the purchaser (selected by the Account Holder).





CREATING VALUE FOR WINERIES

Fine wine producers all around the world are constantly **challenged** to:

- Maintain and improve the **value of their investment-grade wines**
- Increase the perception of **scarcity of their top labels**
- **Promote their less important labels**
- Protect themselves from non-authorized resellers (**grey market**) and tackle the counterfeiting of their wines.

Having in mind these challenge CWWB creates the following **value for its Associate** and Partner wineries (including regional wine merchants). They:

- Enter the CWWB Cellar / **Market place** with selected wines, which are stored in secured bonded warehouse and guaranteed by insurance paid by CWWB
- Their wines in CWWB are **NFC tagged and registered in a blockchain** for traceability and notarization
- Benefit of the CWWB **Revenue Sharing scheme**
- Are included in the **CWWB NFTs programs** and in the **Cellar Metaverse**
- Participate into the **global marketing campaign** promoting fine and rare wines among active digital assets users with high purchasing power
- Are rewarded with **IWB “airdrops”** (when joining)

CREATING VALUE FOR BELIEVERS

CWWB has a special focus on **creating value for its Believers** by making sure that they are immediately in for growth as soon as they buy the tokens.

- CWWB is NOT a start-up so by purchasing IWB tokens (soon to be swapped with the new CWWB) BELIEVERS support exclusively its **further development**.
- CWWB tokens as all utility tokens entitle holders to receive many future, remunerative benefits.
- However, LIKE NO OTHERS they are **redeemable at ANY TIME**, for their nominal value, **with the wine** that CWWB HAS ALREADY in its stock. Yes, not staking period.
- IWB token holders get these unique benefits
 - Gain **periodical extra IWB tokens** free of charge for any additional stock of wine generated by CWWB with sales.
 - Benefit from the increase of the wine stock value backing the IWB tokens. **IWB value is periodically adjusted** to the value of the underlined asset, due the aging of the wine.
- Trade IWB on the **secondary market** (from July 2022)
- Spend their IWB tokens at any time to **purchase the fine wines** of the CWWB Cellar.
- Very advantageous conditions available if you purchase **special IWB token packages**.



TOKENOMICS

ASSET BACKED TOKEN

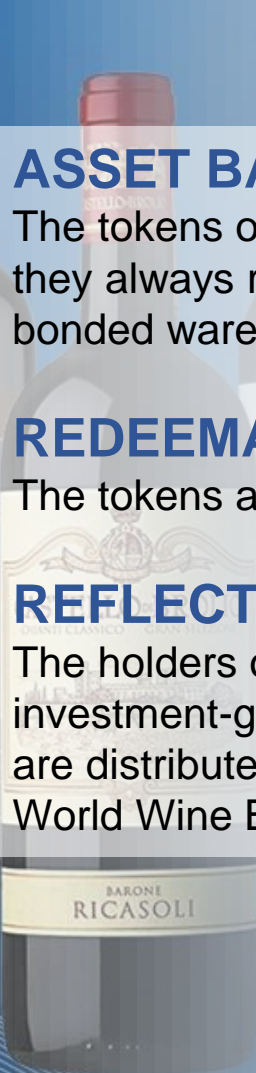
The tokens of the Crypto World Wine Bank are asset backed tokens, which means that they always represent a unit of investment-grade fine wines stored and insured in the bonded warehouse of Crypto World Wine Bank

REDEEMABLE TOKEN

The tokens are always redeemable against investment-grade fine wines at any moment

REFLECTION TOKEN

The holders of the tokens are entitled – without staking – to a profit share of the investment-grade fine wine trading by the Crypto World Wine Bank. The profit shares are distributed every 4 months and they are paid with the native tokens of the Crypto World Wine Bank



CREATING VALUE FOR CUSTOMERS

WINE ART COLLECTION NFTs



Tokenization of the wines through token issuance and NFT

The first collections in the world focusing on the art of great Italian wines and nothing else. In collaboration with **Crypto DineWineArt**.

An irresistible invitation to both **NFT and wine collectors** and lovers worldwide to take advantage of a unique opportunity.

Each NFT of Catch the 22 collection celebrate a great wine and is a piece of digital art containing a key to **redeem a bottle of the wine** that is “celebrating”.

CREATING VALUE FOR CUSTOMERS

CELLAR METAVERSE AND VR WINERY TOURS

CWWB aims at being at the forefront of the **Web3.0 wine** (and spirits) revolution. It has been the first in announcing the launch of **CellarMetaverse**, the first **Digital Cellar** ever, to be opened soon. It is an exciting initiative targeting both metaverse enthusiasts and traditional wine (and spirit) collectors and lovers.

The first section of Cellar Metaverse will be the Italian Wine Crypto Bank one.

Cellar Metaverse will entitle its Users to **buy or rent individual cellar space**, where they can stock up, collect and exhibit digital bottles (reflecting the same labels in reality) released by the wineries and authenticated by CWWB.

Cellar Metaverse aims at having a disruptive effect on wine collecting worldwide at all levels.

Collecting wine (and spirits) in Cellar Metaverse will be a game with prizes for players in both the metaverse (credits) and real life (wine bottles and/or cash).

Traditional wine (and spirits) collectors and lovers could get great benefits from the same entitlements as well as securing in CellarMetaverse the NFTs created by CWWB, as the **Catch The 22 Collection** by the Italian Wine Crypto Bank, which contain “keys” to **redeem exceptional fine rare wines**.

Cellar Metaverse will give the Users the option to buy the wine also directly from the **Partner Digital wineries** hosted within it, after exploring the **winery in VR** with their mobiles.

Cellar Metaverse at a later stage will include new divisions, with the products and services of both the **Crypto Banjiu Bank** and the **Crypto Vodka Bank**, incepted by The I Factor Ltd.

UNDERLYING MAGIC

Ease to invest in wine

To make easier the access to retail investors: 1) Buyers of CWWB wines, for not immediate consumption, are rewarded after a fixed term with the 50% of any increase of value had the crypto used for the purchase, in wine stocked by us. On top of the market returns.

2) Buyers of the CWWB tokens supported by the underlying asset (the wine) are guaranteed to receive in the future more value of wine than the one at the moment of the purchase.

Tokens are linked to general stock not to specific labels, so the volatility risks are minimized

3) Buyers of CWWB NFTs, besides the value of the digital artwork, are guaranteed the redemption of specific limited-edition bottles of wine in custody in CWWB bonded warehouse

Ease to stock your wine

CWWB takes care of a proper custody of the wines, which are insured for a really reasonable fee. It also guarantees easy access to the bottles of wine purchased or redeemed in any part of the world*

Ease to prove the uniqueness of your wine

Thanks to NFC tags provided by CWWB technology partners and the notarization of the blockchain technology the bottles are traceable and guaranteed since their exit from the winery

Selection algorithm

Thanks to a proprietary algorithm developed together with some of the best experts in the field (of wine evaluation) the wines chosen to be part of the CWWB pass a rigorous test to make sure of their investment potential and longevity



REVENUE STREAMS

CWWB has the following streams of revenues, coming from:

FEES on:

- Wine custody
- Wine sales transaction to Account Holders (30 - 35% on primary market and 3% on secondary market)
- Services to members (shipping etc)
- Sales of stocked wine on the secondary market
- Sales and exchange transaction in Cellar Metaverse (digital bottle)

SALES of:

- Annual memberships to its account holders
- Partnerships to the Wineries (including CWWB, Cellar Metaverse, NFT minting)
- Cellar space in Cellar Metaverse
- NFT's
- Advertising spaces in Market Place

OTHER REVENUES from:

- Re- investment of crypto currencies received in payments of the sold wine



TARGETS

Short term (within 6 months from now)

- To **enlarge the number of wineries** in portfolio, increase the number of the Italian, recruit 25 international main French
- To **build the first pool of account holders** (300 with a minimum purchase of USD 3,500)
- To **conclude the NFT program Catch the 22** and finalise its sales
- To **finalise and launch the metaverse** project
- To **explore the creation of financial products** pegged to the wine in stock
- To finalise the project of a controlled company for the running of **baijiu and vodka**, with bonded warehouse in neutral countries

Medium term (from 6 to 12 months)

- To launch a **comprehensive marketing campaign** for metaverse
- To **double the pool of Account Holders** (600 with a minimum purchase of USD 3,500)






COMPETITION



Wine
shop

HORECA &
LOD

				Wine shop	HORECA & LOD
Globally available	Yes	No	Yes	No	No
Fine wine	Yes	Yes	Yes	Yes	Mainly not
Easy access to the platform for retail investor/consumers	Yes	Yes	Only B2B	Yes	Yes
Markup from ex-cellar price	Low	Medium	Low	High	High and really high
Ease of custody and delivery	Really easy, completely managed by IWCB	No custody, easy delivery if in the areas covered by the platform (20 countries of which 10 European)	No custody. To receive the delivery you have to import them by your own	No	No
Traceability and authenticity	Fully traceable since the winery, NFC anti counterfeit	Fully traceable since the winery, NFC anti counterfeit	No traceability, but a team of expert check the authenticity	No	No
incentives	annual bonus CRYPTO+WINE, up to the 50% of the increase in value of the crypto used to purchase the wine.	No	No	No	No

FUNDRAISING

WHAT WE LOOK FOR

Soft cap.: USD 1,000,000

Hard cap.: USD 2,000,000

OTC token value: USD 0.30

Wine value backing per each token: USD 0.50

Minimum purchase: USD 25,000

Escrow staggered up to 12 months

Option to purchase up to the 10% (total) of equity of the Company owning the project:

- 10% of company option value USD 1,000,000
- option valid for 12 months

HOW WE USE THE FUNDS

Funds raised will be used for:

- a) Token value support in secondary market
- b) Updates of technology, marketplace, and other requirements for the transition to the second phase (see roadmap)
- c) Marketing in support of the token and the core business of the Crypto World Wine Bank (sales of wines, NFTs, and Cellar Metaverse)

Each package will be sold based on contracts under the Hong Kong legal framework.

